

# ORDER

**Fox 30 JAX**

**Orders**  
**Order / Rev:** 64567  
**Alt Order #:** 09838205  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 2019  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** CIA - O

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	81	\$13,875.00	\$11,793.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	81	\$13,875.00	\$11,793.75	0.00
<b>Totals</b>	<b>81</b>	<b>\$13,875.00</b>	<b>\$11,793.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
Fox 30 JAX	15%	\$13,875.00
Market	100%	\$92,500.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	85%	\$78,625.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAWS	10/09/12	10/15/12	M-Th 430a-5a M-Th 430a-5a	CM	4:30 XM-5:00 XM	MTWTF--	:30	5	\$5.00	P-3	0.00	NM	5	\$25.00
ANJ-430A FOX30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5			\$5.00		0.00			
2	WAWS	10/09/12	10/15/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$15.00	P-3	0.00	NM	5	\$75.00
ACTION NEWS AT 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--			5			\$15.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WAWS	10/09/12	10/15/12	M-F 2p-3p M-F 2p-3p JUDGE BROWN/WE PEOPLE	CM	2:00 PM-3:00 PM	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			4		\$40.00		0.00				
15	WAWS	10/09/12	10/15/12	M-F 3p-4p M-F 3p-4p THE DOCTORS	CM	3:00 PM-4:00 PM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			3		\$40.00		0.00				
16	WAWS	10/09/12	10/15/12	M-F 4p-5p M-F 4p-5p DR PHIL	CM	4:00 PM-5:00 PM	MTWTF--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			3		\$50.00		0.00				
17	WAWS	10/09/12	10/15/12	M-F 5p-530p M-F 5p-530p FAMILY FEUD	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			3		\$80.00		0.00				
18	WAWS	10/09/12	10/15/12	M-F 530p-6p M-F 530p-6p FAMILY FEUD	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			3		\$80.00		0.00				
19	WAWS	10/09/12	10/15/12	M-F 6p-630p M-F 6p-630p HOW I MET YOUR MOTHER	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			3		\$80.00		0.00				
20	WAWS	10/09/12	10/15/12	M-F 730p-8p M-F 730p-8p THE SIMPSONS	CM	7:30 PM-8:00 PM	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--			3		\$150.00		0.00				
21	WAWS	10/15/12	10/15/12	Mon Reg 1 Mon Reg 1 HELL'S KITCHEN	CM	8:00 PM-9:00 PM	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$900.00		0.00				
22	WAWS	10/15/12	10/15/12	Mon Reg 2 Mon Reg 2 SYTYCD	CM	9:00 PM-10:00 PM	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$1,200.00		0.00				
23	WAWS	10/10/12	10/10/12	X Factor X Factor X-FACTOR	CM	8:00 PM-10:00 PM	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$1,000.00		0.00				
24	WAWS	10/11/12	10/11/12	Thu Reg 2 Thu Reg 2 GLEE (R)	CM	9:00 PM-10:00 PM	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$1,200.00		0.00				
25	WAWS	10/14/12	10/14/12	NFL 4p Doubleheader NFL 4p Doubleheader ANJ-430A FOX30	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$1,500.00		0.00				
26	WAWS	10/14/12	10/14/12		CM	1:00 PM-4:15 PM	-----S	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00

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				NFL 1p Doubleheader											
				NFL 1p Doubleheader		(1:00 PM-4:15 PM)									
ANJ-430A FOX30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$1,100.00		0.00			
27	WAWS	10/14/12	10/14/12	FOX NFL Sunday	CM	12:00 PM-1:00 PM	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				FOX NFL Sunday		(12:00 PM-1:00 PM)									
FOX NFL SUNDAY PRE-GAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$1,000.00		0.00			
28	WAWS	10/14/12	10/14/12	NFL 4p Doubleheader	CM	4:00 PM-8:00 PM	-----S	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
				NFL 4p Doubleheader		(4:00 PM-8:00 PM)									
NFL ON FOX GAME 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$1,500.00		0.00			
													Totals	81	\$13,875.00